

A stylized, colorful illustration of a landscape. The foreground features rolling green hills in various shades of green, with a dark brown path winding through them. On the left, there is a green tree with rounded foliage, a purple flower, and an orange flower. A small red bird is flying in the sky above the tree. The background consists of light blue and white wavy bands representing a sky or distant hills.

Unconventional Outreach on a Dime

Beyond the Bookmobile
With Kristi Helmkamp

A Shout Out to Alicia

Alicia is the Young Adult Librarian at the Appleton Public Library, with 25 years of experience in working with youth in Girl Scouts, Americorps, Public Schools and Libraries.



Ask the 6 questions of Outreach

- What is Outreach?
- Why are you doing Outreach?
- Who is your audience?
- Where should you do outreach?
- When should you do Outreach?
- How should you do Outreach?

What

Why

Who

Where

When

How

What is Outreach?

**Engaging your
community outside
of the four walls
of your library
with your unique
services and programs.**



Traveling Libraries in Wisconsin



In Dunn County, the Stout traveling library in a box started in 1896.



In Racine county, a Librarian is loading up the bookmobile purchased with funds from the WPA in 1940.

Current Popular Forms of Outreach



Library Tours in Amherst , MA



BookBike in Rochester MN

An Outreach Service or a Program?

(Definitions are just for the purpose of outreach)

Programs are ...

- One time
- Short term
- Volunteer Heavy

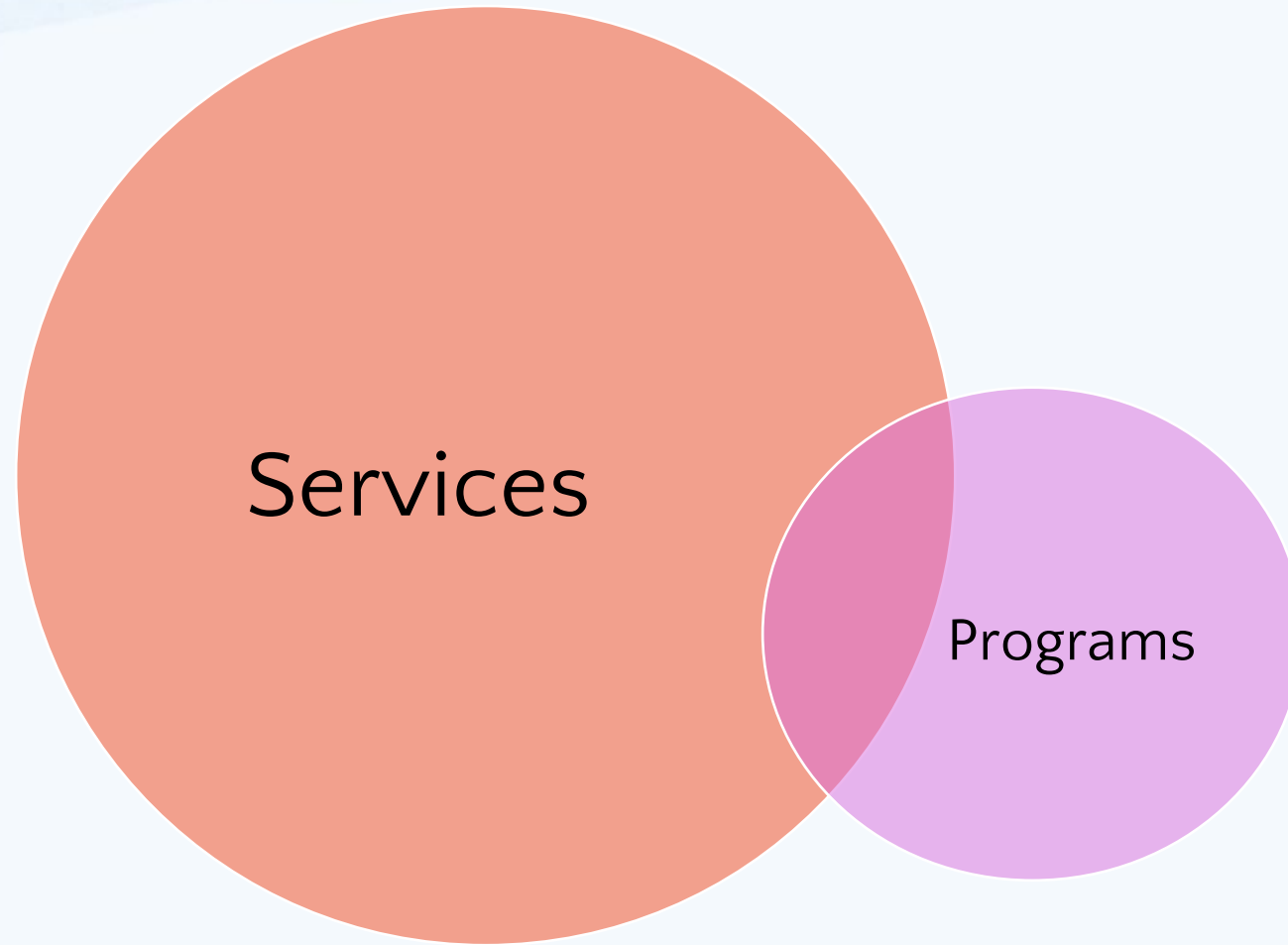


Services are....

- Repetitive
- Long Term
- Staff intensive



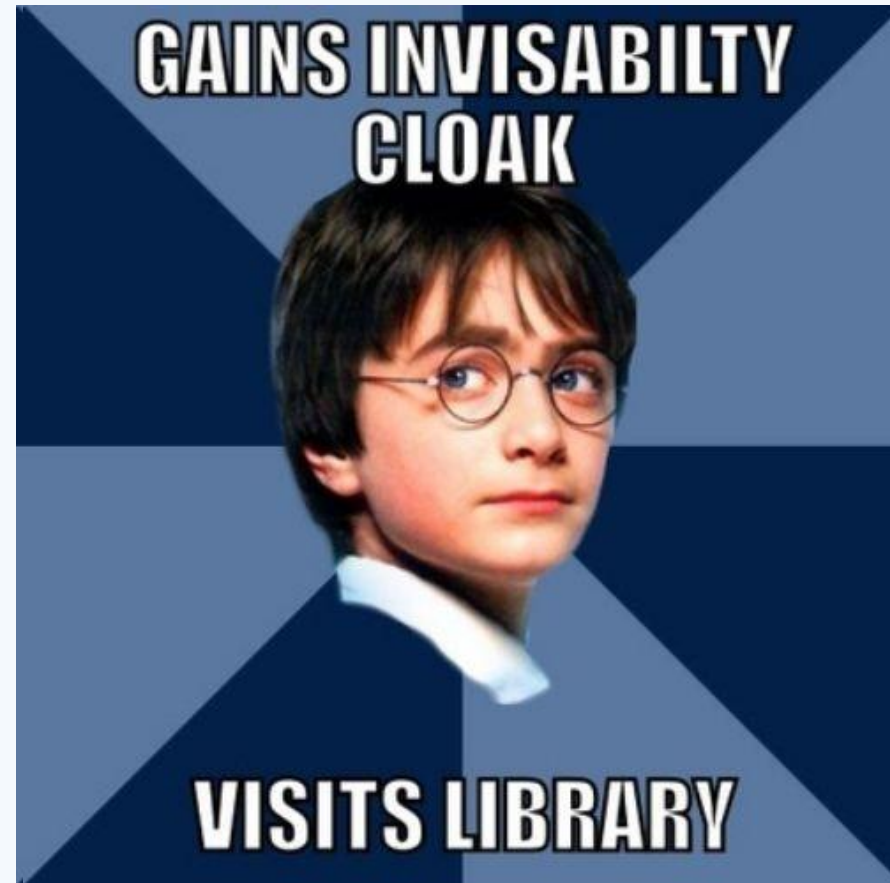
An Outreach Service or a Program?



Why should you do Outreach?

What do your numbers look like compared to your numbers 20 years ago?

You have book deserts



It's fun!

People like you even if they don't know it.

Who is your audience?

- Public School Students
- Private School Students
- Homeschool Students
- Charter Students
- Preschool Students



Who did I miss?

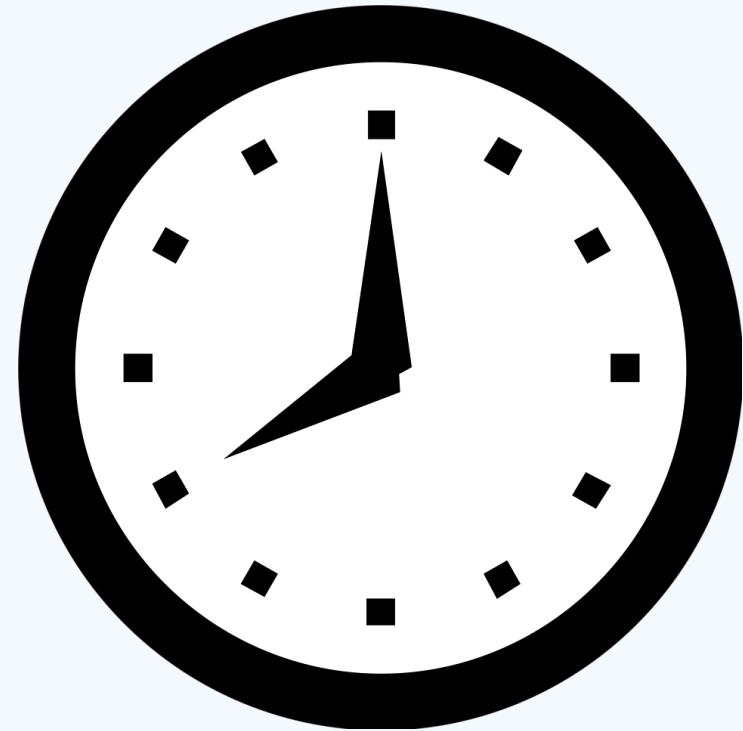
Where should you do Outreach ?

- Pools
- Schools
- Places of Worship
- Parks
- Daycares
- Coffee Shops
- Afterschool Clubs
- If your audience lets you in the door → GO!



When

- During the school year
- During the summer
- Once a year
- Once a week
- Evenings
- Mornings
- During your slow times



Questions ?

Cowboy Ninja Bear

	NINJA BEATS COWBOY	
	COWBOY BEATS BEAR	
	BEAR BEATS NINJA	



HOW?

The Big Question....

Common Problems with Outreach

WEEKLY SHIFT SCHEDULE
DEPT: Bakery

8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM
Person	Person	Person	Person	Person					
Cake	Cake	Cake	Cake	Cake					
Manager	Manager	Manager	Manager	Manager					
Bread	Bread	Bread	Bread	Bread					
Front of store	Front of store	Front of store	Front of store	Front of store					
Person	Person	Person	Person	Person					
Cake	Cake	Cake	Cake	Cake					
Manager	Manager	Manager	Manager	Manager					
Bread	Bread	Bread	Bread	Bread					
Front of store	Front of store	Front of store	Front of store	Front of store					
Person	Person	Person	Person	Person					
Cake	Cake	Cake	Cake	Cake					
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Front of store	Front of store	Front of store	Front of store	Front of store					
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Cake	Cake	Cake	Cake	Cake					
Manager	Manager	Manager	Manager	Manager					
Bread	Bread	Bread	Bread	Bread					
Front of store	Front of store	Front of store	Front of store	Front of store					
Person	Person	Person	Person	Person					
Cake	Cake	Cake	Cake	Cake					
Manager	Manager	Manager	Manager	Manager					
Bread	Bread	Bread	Bread	Bread					
Front of store	Front of store	Front of store	Front of store	Front of store					

Scheduling



Transportation Costs



Paradigm Shift

What other problems are you facing ?

Supplies for Success

- Support from your leadership
- Flexibility in scheduling
- Support from your community
- Creativity
- Active use of social media

YA Basic Outreach @ APL

- Booktalks- Will get you into almost any school
- Walking College Ave. – Visiting local businesses
- School Lunchtime visits – Get used to being ignored
- School Library Visits – Get to know your school librarian
- End of the School year visits – Be fun or continue to be ignored

Successes at APL over time



Teen Outreach Services



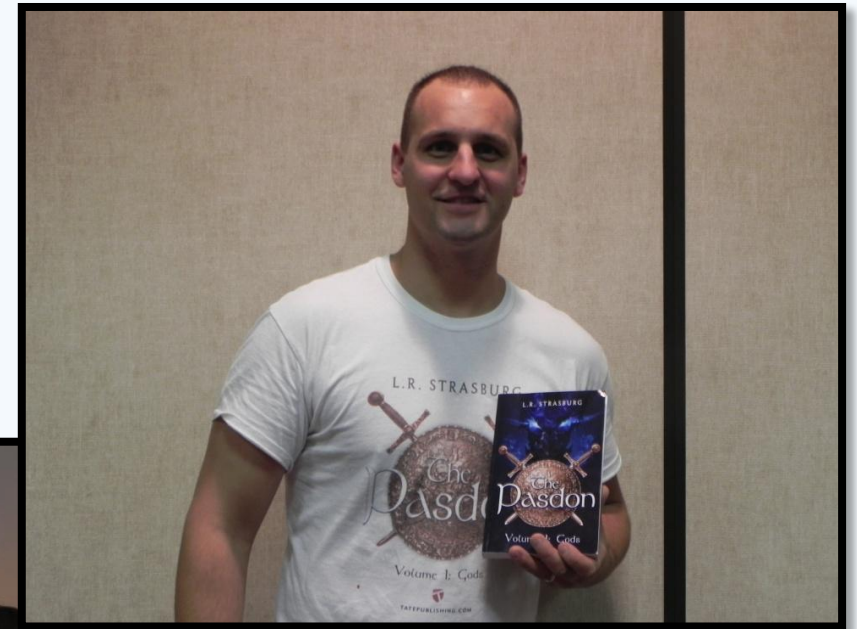
Make One
and Take One
November 19
6:30-8:30 pm

Meet us at The Fire and create a free craft for yourself and a homebound senior! Open to the first 30 teens who arrive at the studio. The Fire is located at 230 E. College Avenue.



Our Crown Jewel – Sierra in the Wild

Teen Outreach Programs



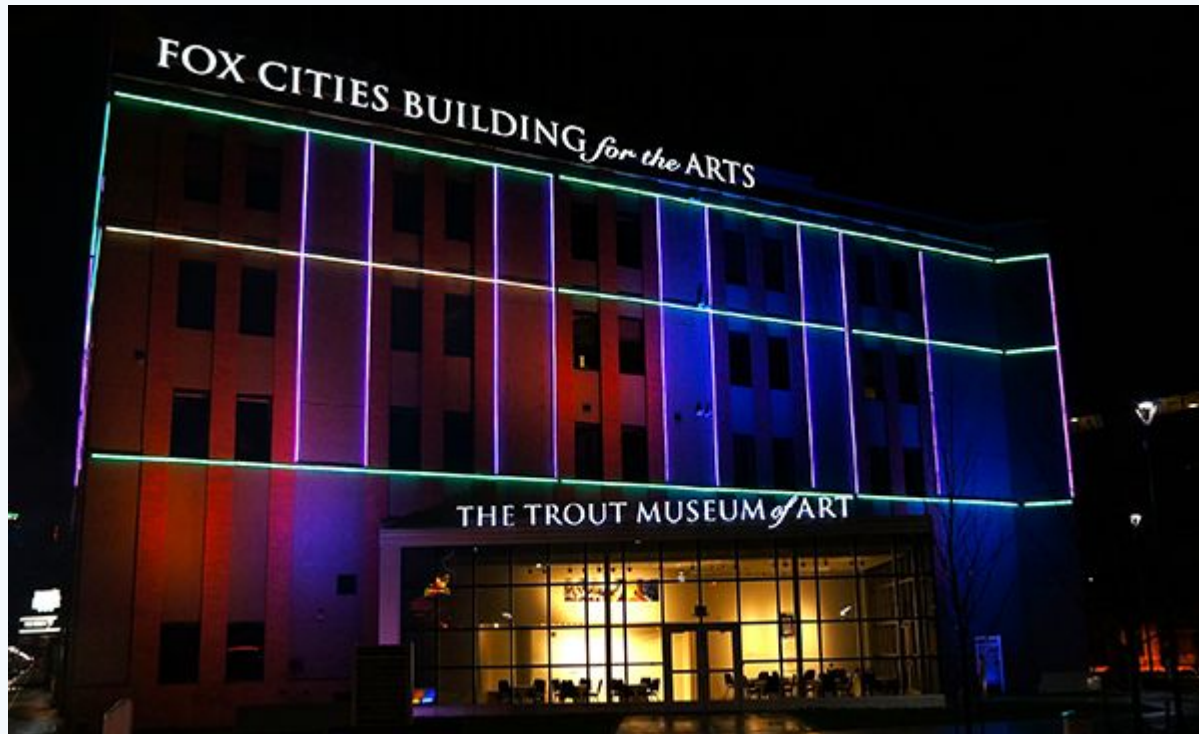
APL's Children's Services Outreach

- Community Events
- Tween Scenes
- SLP Outreach
- Appleton Ready to Read
- Reach Out and Read

Programs: Community Events



Programs: Tween Scenes



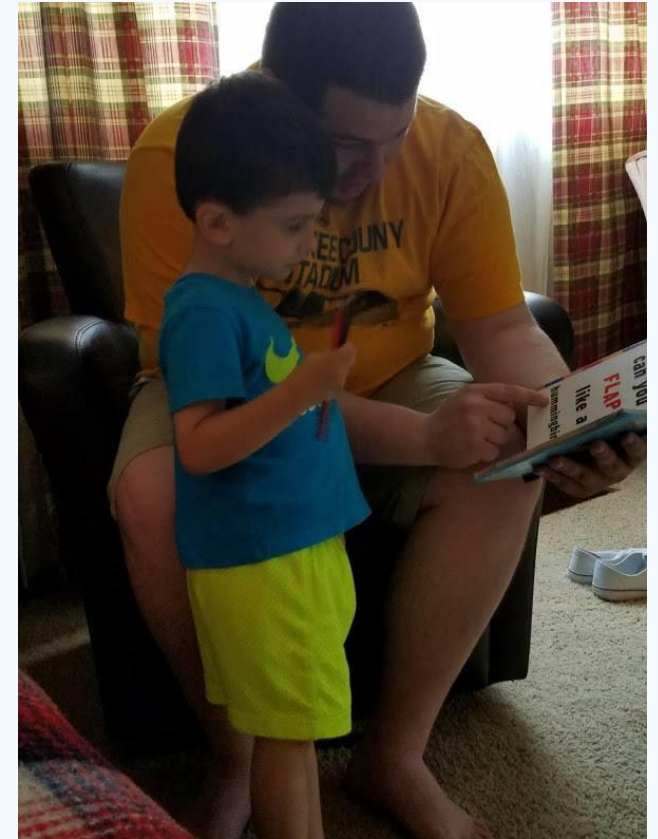
Services: SLP Outreach



Services: Appleton Ready to Read



Services: Reach Out and Read



Outreach through Social Media

Let's talk about Facebook

- Allows you to connect with a wide variety of patrons & OTHER LIBRARIANS
- Widely known and used
- Allows you to combine photos, information and accessibility



Alternatives to Facebook



Bonus Social Media Tools!! (If you want to pay)



www.meetup.com



www.whatsapp.com

Librarians



What my friends think I do.



What my parents think I do



What society thinks I do



What my boss thinks I do



What I think I do



What I actually do

Thank you for the use of your images

WEB DuBois Library

Eoin Doyle

Racine Public Library

BBC

Willow Rock Brewing Company

Dunn County Historical Society

Rochester Public Library

Research

ACERRO, HEATHER. "Shifting Gears . . . It's How We Roll." *Children & Libraries: The Journal Of The Association For Library Service To Children* 14, no. 2 (Summer2016 2016): 8-11. *Academic Search Premier*, EBSCOhost (accessed March 22, 2017).

2016. "Book deserts." *Library Journal* 141, no. 18: 12. *Academic Search Premier*, EBSCOhost (accessed March 27, 2017).

Godbey, Samantha, et al. "Ethnography in Action: Active Learning in Academic Library Outreach to Middle School Students." *Journal Of Library Administration* 55, no. 5 (July 2015): 362-375. *Academic Search Premier*, EBSCOhost (accessed March 27, 2017).

Kern, M. Kathleen. "What about User Services?." *Reference & User Services Quarterly* 53, no. 3 (Spring2014 2014): 209-212. *Academic Search Premier*, EBSCOhost (accessed March 27, 2017).

Questions?



Contact us!

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Time for you to face the scenarios

1. Read the Scenarios
2. Ask the 6 questions
3. Get Creative
4. You have 6 minutes
5. Each group should pick a spokesperson and share.

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